



WDIV

ORDER

Print Date 10/29/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **250227 /**

Original Date / Revision
10/29/12 10/29/12

Advertiser **ISS/MI GOP**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

MICHIGAN GOP 10/31

Agency Com 15%

Billing Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06139194**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Order Share 35% Market Value 292357

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	25%	73089
WKBD	2%	5847
WWJ	16%	46777
WXYZ	22%	64318

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	42	\$86,976.25	\$102,325.00	0.00	10/29/12	11/06/12	42	\$86,976.25	\$102,325.00
Totals	42	\$86,976.25	\$102,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WDIV	11/05/12	11/06/12	6-7am Local 4 News M-F	CM	630A-7A	11-----	:30	2	\$1,850.00	P-2	0.00	NM	2	\$3,700.00
				Local 4 News Today @ 6/		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$1,850.00		0.00			
N 2	WDIV	10/31/12	10/31/12	7-9am Today Show M-F	CM	7-8a	--1----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
				Today Show		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$1,900.00		0.00			
N 3	WDIV	11/05/12	11/06/12	7-9am Today Show M-F	CM	7-8a	MT-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
				Today Show		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		1				\$1,900.00		0.00			
N 4	WDIV	11/01/12	11/01/12	7-9am Today Show M-F	CM	8-9a	---1---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Today Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,000.00		0.00			
N 5	WDIV	11/05/12	11/06/12		CM	8-9a	MT-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00



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Contract / Revision **250227** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 10/31**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				7-9am Today Show M-F											
				Today Show (8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	1		\$2,000.00		0.00						
N 6	WDIV	11/02/12	11/02/12	Ellen 10-11a M-F	CM	10-11A Ellen	----1--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
				10-11AM Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$950.00		0.00						
N 7	WDIV	11/05/12	11/06/12	Ellen 10-11a M-F	CM	10-11A Ellen	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
				10-11AM Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$950.00		0.00						
N 8	WDIV	11/01/12	11/02/12	Noon News 12-1230p M-F	MGM	12N-1230P	---11--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				Noon News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---11--	2		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	WDIV	10/29/12-11/04/12		Noon News 12-1230p M-F	12N-1230P		---ThF----	:30	(\$1,200.00)		0.00	NM			
See MG 8.3															
3	WDIV	11/01/12-11/01/12		Noon Nws 12-1p 10/29-11/6	12-1p		---Th-----	:30	\$1,200.00		0.00	NM			
Ⓜ MG for 8.2 11/01															
[NOON NEWS AIRS 12N-1P W/O 10/29]															
N 9	WDIV	11/01/12	11/02/12	M-F Local News @ 4pm	CM	4p-430pm	---11--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				M-F Local News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---11--	2		\$1,200.00		0.00						
N 10	WDIV	11/05/12	11/05/12	M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				M-F Local News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,200.00		0.00						
N 11	WDIV	10/31/12	11/02/12	5-6pm Local 4 News M-F	CM	5P-530P	--111--	:30	3	\$2,100.00	P-2	0.00	NM	3	\$6,300.00
				M-F Local 4 News (5:00 PM-5:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$2,100.00		0.00						
N 12	WDIV	11/05/12	11/05/12	5-6pm Local 4 News M-F	CM	5P-530P	1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
				M-F Local 4 News (5:00 PM-5:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$2,100.00		0.00						
N 13	WDIV	10/31/12	11/02/12	5-6pm Local 4 News M-F	CM	530P-6P	--111--	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
				M-F Local 4 News (5:30 PM-6:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$2,250.00		0.00						
N 14	WDIV	11/05/12	11/05/12	5-6pm Local 4 News M-F	CM	530P-6P	1-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
				M-F Local 4 News (5:30 PM-6:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$2,250.00		0.00						
N 15	WDIV	10/31/12	11/02/12	6-630pm Local 4 News M-F	CM	6P-630P	--111--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$3,000.00		0.00						
N 16	WDIV	11/05/12	11/05/12		CM	6P-630P	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00



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Contract / Revision **250227** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**Product **MICHIGAN GOP 10/31**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6-630pm Local 4 News M											
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$3,000.00		0.00						
N17	WDIV	10/31/12	11/02/12	M-F Access 7-730P Wheel of Fortune	CM	7P-730P	--111--	:30	3	\$3,200.00	P-2	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$3,200.00		0.00						
N18	WDIV	11/05/12	11/05/12	M-F Access 7-730P Wheel of Fortune	CM	7P-730P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$3,200.00		0.00						
N19	WDIV	10/31/12	11/02/12	Jeopardy 730-8p M-F	CM	730P-8P	--111--	:30	3	\$3,200.00	P-2	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$3,200.00		0.00						
N20	WDIV	11/05/12	11/05/12	Jeopardy 730-8p M-F	CM	730P-8P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$3,200.00		0.00						
N21	WDIV	11/02/12	11/02/12	M-F Local 4 News @11p	CM	11P-1135P	----1--	:30	1	\$5,400.00	P-2	0.00	NM	1	\$5,400.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$5,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDIV	10/29/12-11/04/12		M-F Local 4 News @11p	11P-1135P		-----F----	:30	(\$5,400.00)	0.00	NM				
See MG 21.2															
2	WDIV	11/02/12-11/02/12		11-1145p News 10/31-11/5	11-1145p		-----F----	:30	\$5,400.00	0.00	NM				
Ⓜ MG for 21.1 11/02															
[LATE NEWS AIRS 11P-1145P ON 10/31 AND 11/2]															
N22	WDIV	11/05/12	11/05/12	M-F Local 4 News @11p	CM	11P-1135P	1-----	:30	1	\$5,400.00	P-2	0.00	NM	1	\$5,400.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$5,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDIV	11/05/12-11/11/12		M-F Local 4 News @11p	11P-1135P		M-----	:30	(\$5,400.00)	0.00	NM				
See MG 22.2															
2	WDIV	11/05/12-11/05/12		11-1145p News 10/31-11/5	11-1145p		M-----	:30	\$5,400.00	0.00	NM				
Ⓜ MG for 22.1 11/05															
[Latenews expanded to 11-1145p 11/5]															
N23	WDIV	11/03/12	11/03/12	1130-1a SNL	CM	1130P-12A	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Saturday Night Live (11:30 PM-12:00 XM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$2,000.00		0.00						
N24	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News	CM	Sun 7-7:30am	-----1	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
				Sun News 7-730am (7:00 AM-7:30 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$725.00		0.00						
N25	WDIV	11/04/12	11/04/12	Sun 8-9am Loc News	CM	Sun 8-9am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Sun Local News 8-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$900.00		0.00						



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Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 10/31**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WDIV	11/04/12	11/04/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
N26	WDIV	11/04/12	11/04/12	Sun 1030-1130a MTP Meet The Press	CM	1030A-1130A	-----1	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$5,000.00		0.00						
N27	WDIV	11/04/12	11/04/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$1,550.00		0.00						
N28	WDIV	11/04/12	11/04/12	Football Night Amer 7-815P Football Night Amer	CM	7-815p	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$6,000.00		0.00						
Totals														42	\$102,325.00